

IN THE SPECIFICATION:

Please amend the specification by adding the following Brief Summary of the Invention:

-- Brief Summary of the Invention

Thus there is a particular need for alternative service offerings of network providers to enable usage on the network. Briefly, in accordance with an embodiment of the present invention, a method is provided for providing service in a wireless communication network. The method includes steps of providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network, providing products or services to said end user in response to a subscription to one of said service options, and providing advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon the content that a user is receiving on the wireless communication device. In another embodiment of the present invention, the provision of the advertisements is based upon a configuration of the wireless communication device. By providing advertisements based upon the content that a user is receiving on the wireless communication device or a configuration of the device, which advertisements are provided to the end user in lieu of receiving compensation for a subscription, advertisers and users are each benefited. Advertisers may send ads tailored to the immediately expressed interests of the user and/or to the capabilities of the users device, and users may have their subscription rates reduced by receiving such tailored advertisements. --

IN THE CLAIMS:

Please delete **claims 10, 18, and 20.**

Please substitute the following **claims 1 and 13** for the pending claims 1 and 13: